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(54) Title: MARKETING SYSTEM EMPLOYING VENDING MACHINES

(57) Abstract: According to an embodiment, a device provides an offer, via an interface (130) at a vending machine (100), for a benefit in exchange for an email address. An email address is received via the interface (380). After receiving the email address, a promotional message (260) is transmitted to the received email address.

WO 2005/057375 A3